

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

ATTORNEY DOCKET NUMBER: 10014417-1

IN RE APPLICATION OF: U.S. Patent No. 7,493,280

USPTO CONFIRMATION CODE: 9251

APPLICATION NO.: 09/902,928

FILED: Jul. 10, 2001

EXAMINER: Thomas A. Dixon

GROUP ART UNIT: 3696

FOR: METHOD AND SYSTEM FOR SETTING AN OPTIMAL RESERVE PRICE
FOR AN AUCTION

37 CFR 1.322 & 37 CFR 1.323 REQUEST FOR CERTIFICATE OF CORRECTION

HONORABLE COMMISSIONER OF PATENTS & TRADEMARKS

Sir:

The following is a request for a certificate of correction in Serial Number 09/902,928, now Patent Number 7,493,280.

A certificate of correction under 35 USC 254 is respectfully requested in the above-identified patent.

All errors were the fault of the USPTO, no fee required. In the event that a further fee is required, please charge the amount to Deposit Account No. 082025.

All errors were the fault of the applicant and, accordingly, please charge **\$100.00** to our Deposit Account No. 082025. In the event that a further fee is required, please charge the amount to the same Deposit Account.

The errors were the fault of both the applicant and USPTO and, accordingly, please charge **\$100.00** to our Deposit Account No. 082025. In the event that a further fee is required, please charge the amount to the same Deposit Account.

The exact locations where the errors appear in the patent and patent application are as follows:

HISTORICAL AUCTION DATA REPOSITORY

Historical Auction Data Repository contains data on past auctions. For the purpose of present invention, we assume that the following variables are observed for each auction in the database.

Action:
 Auction ID
 Further Auction Characteristics
Auctioned Item:
 Item ID
 Name
 Quantity
 Description
 Further Item Characteristics
Mechanism:
 Auction Format
 Reserve price
 Further Mechanism Characteristics
Bidders:
 Bidder ID
 Segment ID
 Further Bidder Characteristics
Bids:
 Identities of participating bidders
 Bids submitted by participating bidders
Outcomes:
 Assigned payments for each bidder
 Assigned quantities for each bidder

On sheet 11 of 20, Fig. 11.A, delete “

FIGURE 11.A

”

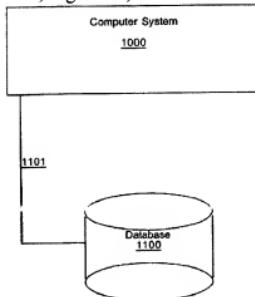


Fig. 11

and insert -- --, therefor.
(Amendment to drawings filed on Jan. 10, 2002, pages 3 and 4)

AUCTION CHARACTERISTICS:

Auction ID
Item ID
Item Name
Quantity
Dates:
 Announcement
 Start
 Close
Seller/Buyer ID
Auction Mechanism Characteristics
Invited Bidders' IDs
Participating Bidders' IDs and Bids, Quantities
Outcome:
 Assigned Price for each bidder
 Assigned Quantities for each bidder
Fees:
 Shipping & Handling
 Taxes
Auctioneer Fees:
 Posting Fee
 Ad Valorem Fee

On sheet 12 of 20, Fig. 11.B, delete “**FIGURE 11.B**”.
(Amendment to drawings filed on Jan. 10, 2002, page 5)

BIDS:

Bid ID
Auction ID
Item ID
Bidder ID
Bid Time Stamp
Price Bid
Bid Type
 Proxy
 Direct
Quantity Desired
Minimum Quantity
Currency

On sheet 13 of 20, Fig. 11.C, delete “**FIGURE 11.C**”.
(Amendment to drawings filed on Jan. 10, 2002, page 6)

MERCHANDISE CHARACTERISTICS:

Form
English
Dutch
Sealed Bid First Price
Sealed Bid Second Price
Vickrey
etc
BuyItAll
Entry Rule
Open
Free
Fee
Invitation
Free
Fee
Reserve Price
Secret
Open
Start Price
Bid Increment
Fixed
Relative
Closing Rule
Inactivity Time
Fixed Closing Time

On sheet 14 of 20, Fig. 11.D, delete “FIGURE 11.D”
(Amendment to drawings filed on Jan. 10, 2002, page 7)

ITEM CHARACTERISTICS:

Item ID
Name
Description
Location
SKU
Manufacturer
Model Number
Condition
Warranty
Weight
Weight Unit
Measurement Unit
Currency
List Price
etc

On sheet 15 of 20, Fig. 11.E, delete “FIGURE 11.E”
(Amendment to drawings filed on Jan. 10, 2002, page 8)

BUDGER CHARACTERISTICS:

ID
Segment ID
Name
Address
General Information
Socio Demographic Information
Etc

SELLER/BUYER CHARACTERISTICS:

SellerBuyer ID
Name
Address
General Information
Socio Demographic Information
Etc

On sheet 16 of 20, Fig. 11.F, delete " **FIGURE 11.F**"
(Amendment to drawings filed on Jan. 10, 2002, page 9)

In column 22, line 4, in Claim 4, after "receiving" delete "said".
(Amendment to claims filed on Jan. 16, 2007, page 4 of 18, in Claim 4, line 4)

The requested corrections are attached on Form PTO 1050.

Respectfully Submitted

6/4/09

DATE

/Ted McCullough/
Name: Ted McCullough
Registration No.: 56,231

Attorney/Agent of Record

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O. Box 272400
Fort Collins, Colorado 80527-2400

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 1 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

HISTORICAL AUCTION DATA REPOSITORY

Historical Auction Data Repository contains data on past auctions. For the purpose of present invention, we assume that the following variables are observed for each auction in the database.

Auction:
Action ID
Further Auction Characteristics
Auctioned Item:
Item ID
Name
Quantity
Description
Further Item Characteristics

Mechanism:
Auction Format
Reserve price
Further Mechanism Characteristics

Bidders:
Bidder ID
Segment ID
Further Bidder Characteristics

Bids:
Identities of participating bidders
Bids submitted by participating bidders
Outcomes:
Assigned payments for each bidder
Assigned quantities for each bidder

On sheet 11 of 20, Fig. 11.A, delete “

PICTURE 1A

” and

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application forms to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 2 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

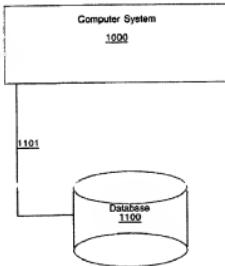


Fig. 11
insert -- --, therefor.

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 3 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

AUCTION CHARACTERISTICS
Auction ID
Item ID
Item Name
Quantity
Dates:
Announcement
Start
Close
Seller/Buyer ID
Auction Modification Characteristics
Invited Bidders' IDs
Participating Bidders' IDs and Bids, Quotations
Outcome:
Assigned Price for each bidder
Assigned Quantity for each bidder
Fees:
Shipping & Handling
Taxes
Auctioneer Fees:
Posting Fee
Ad Valorem Fee

On sheet 12 of 20, Fig. 11.B, delete “

FIGURE 11.B

”.

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 4 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

BIDS:

Bid ID
Auction ID
Item ID
Bidder ID
Bid Time Stamp
Price Bid
Bid Type
Proxy
Direct
Quantity Desired
Minimum Quantity
Currency

On sheet 13 of 20, Fig. 11.C, delete " **FIGURE 11.C** ".

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 5 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

MECHANISM CHARACTERISTICS:

Format
English
Dutch
Second Bid Prev. Price
Second Bid Second Price
Voluntary
etc
BuyItAll
Entry Rate
Open
Fee
Start Price
Bid Increment
Final
Relative
Closing Date
Inactivity Time
Next Closing Time

On sheet 14 of 20, Fig. 11.D, delete “ **FIGURE 11.D** ”.

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 6 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

ITEM CHARACTERISTICS:

Item ID
Name
Description
Location
SKU
Manufacturer
Model Number
Condition
Warranty
Weight
Weight Unit
Measurement Unit
Currency
List Price
etc

On sheet 15 of 20, Fig. 11.E, delete “

FIGURE 11.E “.

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application forms to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22311-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22311-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

Page 7 of 7

PATENT NO. : 7,493,280

APPLICATION NO. : 09/902,928

ISSUE DATE : Feb. 17, 2009

INVENTOR(S) : Kemal Guler, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

BIDDER CHARACTERISTICS:

ID
Segment ID
Name
Address
General Information
Socio Demographic Information
Etc

SELLER/BUYER CHARACTERISTICS:

Seller/Buyer ID
Name
Address
General Information
Socio Demographic Information
Etc

On sheet 16 of 20, Fig. 11.F, delete “

FIGURE 11.F ”.

In column 22, line 4, in Claim 4, after “receiving” delete “said”.

MAILING ADDRESS OF SENDER (Please do not use customer number below):

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

This collection of information is required by 37 CFR 1.322, and 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patent, P.O. Box 1450, Alexandria, VA 22313-1450.